



News Release
Republic First
Bancorp, Inc.

July 7, 2010

REPUBLIC BANK TO OPEN HADDONFIELD OFFICE

Philadelphia, PA, July 7, 2010 (PR Newswire) –Republic Bank (NASDAQ: FRBK) today announced that it has received all regulatory approvals and will open its Haddonfield, NJ office on September 3, 2010.

Located at 30 Kings Highway East, Haddonfield, NJ this will be the first new look Republic Bank office, featuring 7 day branch banking, the Magic Money Machine and instant issue credit and debit cards.

As the second Republic Bank branch in South Jersey, Haddonfield will be the first of expansion throughout Southern New Jersey, including Cherry Hill, Voorhees and Washington Township.

Manager of the new office will be Haddonfield resident, Jackie Russell, formerly manager of the Commerce Bank (now TD Bank) Haddonfield office.

Rob Worley, formerly the South Jersey Regional Manager of Commerce Bank (now TD Bank) will lead Republic Bank in South Jersey with a full range of commercial and retail services.

Harry D. Madonna, Chairman and CEO of Republic Bank commented, “With the opening of our new Haddonfield office, the Power of Red is Back.”

About Republic Bank

Republic Bank is the new operating name for Republic First Bank. Republic Bank is a full-service, state-chartered commercial bank, whose deposits are insured up to the applicable limits by the Federal Deposit Insurance Corporation (FDIC). The Bank provides diversified financial products through its twelve offices located in Abington, Ardmore, Bala Cynwyd, Plymouth Meeting, Media and Philadelphia, Pennsylvania and Voorhees, New Jersey.

Forward Looking Statements

The Company may from time to time make written or oral “forward-looking statements”, including statements contained in this release and in the Company's filings with the Securities and Exchange Commission. These forward-looking statements include statements with respect to the Company's beliefs, plans, objectives, goals, expectations, anticipations, estimates, and intentions that are subject to significant risks and uncertainties and are subject to change based on various factors, many of which are beyond the Company's control. These factors include competition, timing, credit risks of lending activities, changes in general economic conditions, price pressures on loan and deposit products, and other factors detailed from time to time in the Company's filings with the Securities and Exchange Commission. The words “may”, “could”, “should”, “would”, “believe”, “anticipate”, “estimate”, “expect”, “intend”, “plan”, and similar expressions are intended to identify forward-looking statements. All such statements are made in good faith by the Company pursuant to the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995. The Company does not undertake to update any forward-looking statement, whether written or oral, that may be made from time to time by or on behalf of the Company, except as may be required by applicable law or regulations.

Source:

Republic Bank

Contact:

Rhonda Costello, Chief Retail Officer
(215) 735-4422